

## ORDER



WAVY

**Orders**  
**Order / Rev:** 204717  
**Alt Order #:** 06849170  
**Product Desc:** 10/16-10/22 D.S.C.C. IE  
**Estimate:**  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 09/10/12 / 09/10/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Great American Media  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/DSCC IE  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN3307/TO232

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	31	\$34,400.00	\$29,240.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	31	\$34,400.00	\$29,240.00	0.00
<b>Totals</b>	<b>31</b>	<b>\$34,400.00</b>	<b>\$29,240.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WAVY	28%	\$34,400.00
Market	100%	\$122,857.14

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	3%	\$3,685.71
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$25,800.00
WTVZ	5%	\$6,142.86
WVBT	5%	\$6,142.86
WVEC	38%	\$46,685.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/16/12	10/19/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	- TWTF - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/15/12	10/21/12	- TWTF - -	1		\$2,000.00	0.00							
E 2	WAVY	10/16/12	10/19/12	Today Show M-F Today Show M-F	CM	7a-9a	- TWTF - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00



Order / Rev: 204717  
 Alt Order #: 06849170  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: POL/DSCC IE  
 Product Desc: 10/16-10/22 D.S.C.C. IE  
 Estimate: WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAVY	10/22/12	10/22/12	Today Show 3 Today Show 3	CM	10a-11a	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$400.00		0.00						
E 15	WAVY	10/16/12	10/19/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	-TWTF--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	1		\$300.00		0.00						
E 16	WAVY	10/22/12	10/22/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$300.00		0.00						
E 17	WAVY	10/16/12	10/19/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	-TWTF--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	1		\$1,500.00		0.00						
E 18	WAVY	10/22/12	10/22/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,500.00		0.00						
E 19	WAVY	10/16/12	10/19/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	-TWTF--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	1		\$2,000.00		0.00						
E 20	WAVY	10/20/12	10/20/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
SAT 6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$500.00		0.00						
E 21	WAVY	10/16/12	10/19/12	M-F 7-730p M-F 7-730p	CM	7-730p	-TWTF--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	1		\$1,500.00		0.00						
E 22	WAVY	10/22/12	10/22/12	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,500.00		0.00						
E 23	WAVY	10/20/12	10/20/12	Sa 7-8p Sa 7-8p	CM	7p-8p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
ENTERTAINMENT THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$300.00		0.00						
E 24	WAVY	10/21/12	10/21/12	FB Night in Amer Pre Ga FB Night in Amer Pre Game	CM	FB Night in Amer F	-----S	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
FOOTBALL NIGHT IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$1,800.00		0.00						
E 25	WAVY	10/22/12	10/22/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$2,000.00		0.00						
E 26	WAVY	10/20/12	10/20/12		CM	11p-1130p	-----S-	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00

Order / Rev: 204717  
 Alt Order #: 06849170  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: POL/DSCC IE  
 Product Desc: 10/16-10/22 D.S.C.C. IE  
 Estimate:

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LN Sa											
				WAVY News 10 @11 Sat											
SAT LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$2,000.00		0.00			
E 27	WAVY	10/21/12	10/21/12	Sun News 11p (Football)	CM	1130-12a	-----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				Sun News 11p -- Late											
SUN LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$2,000.00		0.00			
E 28	WAVY	10/16/12	10/19/12	Tonight Show/Jay Leno	CM	1134p-1237a	-TWTF--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Tonight Show w/Leno											
THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--		1				\$500.00		0.00			
E 29	WAVY	10/22/12	10/22/12	Tonight Show/Jay Leno	CM	1134p-1237a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Tonight Show w/Leno											
THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$500.00		0.00			
E 30	WAVY	10/20/12	10/20/12	SNL	CM	1130p-103a	-----S-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$800.00		0.00			
E 31	WAVY	10/20/12	10/20/12	Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
				Notre Dame Football											
NOTRE DAME FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$600.00		0.00			
													Totals	31	\$34,400.00